



## Application period open for Alice in Dairyland candidates

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MADISON – Wanted: A communications professional who is willing to help Wisconsin residents make meaningful connections with Wisconsin agriculture.

The Wisconsin Department of Agriculture, Trade and Consumer Protection is accepting applications for the 68<sup>th</sup> Alice in Dairyland, Wisconsin's official agricultural ambassador. Application materials are due Monday, Jan. 5.

"Applying for the position of Wisconsin's 67<sup>th</sup> Alice in Dairyland is one of the best decisions I've ever made," said 67<sup>th</sup> Alice in Dairyland Zoey Brooks. "Serving as Wisconsin's Agricultural Ambassador has allowed me to share the story of our state's \$88 billion agriculture industry in a multitude of ways to diverse audiences across the state and has broadened my view and deepened my appreciation for the industry."

Alice in Dairyland is responsible for educating rural and urban audiences about the importance of Wisconsin's agriculture. She does so through interviews with television, radio and print publications; public speeches; industry tours and more. She must be able to develop and execute marketing plans, deliver classroom presentations and network with industry professionals. She must learn and retain information about the diversity of Wisconsin agriculture and be able to tailor that information for diverse audiences.

Alice in Dairyland applicants should have considerable knowledge or work experience with Wisconsin agriculture; at least three years of experience, education or training in communications, marketing or public relations; public speaking experience and a willingness to attend an extensive number of work-related events on evenings and weekends. Applicants must be female, Wisconsin residents and at least 21 years old.

"If you have a passion for agriculture, education, and communications, this position is a great opportunity to take those passions to the next level and to make long lasting career connections in the industry," Brooks said.

This one-year, full-time contractual position starts June 1. The Alice program is headquartered in Madison and travels extensively throughout the state.

The annual salary for Alice in Dairyland is \$40,000. This position includes holiday, vacation and sick leave as well as use of a vehicle for official business. Reimbursement is provided for an individual health insurance premium up to \$450 a month, as well as professional travel expenses.

To begin the application process, submit a cover letter, resume, three professional references and summary of qualifications to DATCP by 4:30 p.m. Monday, January 5, 2015. Application materials are available at [http://datcp.wi.gov/Business/Alice\\_in\\_Dairyland/Recruitment](http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment).

Qualified applicants will be invited to a preliminary interview in January. The top candidates will be announced in March. Alice will be selected during three days of final interviews May 7-9 in Manitowoc County.

For an overview of the application process, watch a short video called "Making Alice" at [youtube.com/widatcp](http://youtube.com/widatcp). If you have questions, contact Alice in Dairyland Program Manager Becky Paris at 608-224-5115 or [Rebecca.paris@wisconsin.gov](mailto:Rebecca.paris@wisconsin.gov).